

COMMUNITY EVENTS MARKETING

PACK SALE PROGRAM

REGISTER REPORT

COLORADO STATE FAIR, PUEBLO, CO.

PLU #	ITEM	SOLD	AMOUNT
11	ZIPPO LIGHTER (5 PACKS)	305	3,050.00
15	T-SHIRT (3 PACKS)	408	2,448.00
19	HAT (3 PACKS)	283	1,698.00
23	CASSETTE CASE (2 PACK)	148	592.00
27	FANNY PACK (1 PACK)	2,325	4,650.00
TOTAL :			12,743.00
PRODUCT COST :		-	9,318.26
			3,424.74
SALES TAX PAYABLE (NO STATE SALES TAX)		-	.00
TOTAL :			3,424.72

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NAME GENERATION

COLORADO STATE FAIR, PUEBLO, CO.

ITEM

DISTRIBUTED

LIGHTERS :

5,400

sf

NAME GENERATION :

5,200

2041939700

COMMUNITY EVENTS MARKETING

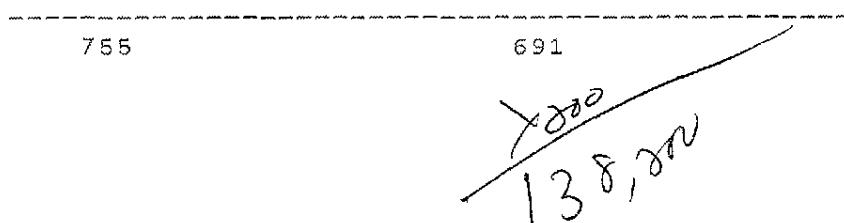
CARTON BREAKDOWN

COLORADO STATE FAIR, PUEBLO, CO.

BRAND STYLE	ORDERED	SOLD
BOX RED	140	131
BOX 100'S	40	34
BOX MEDIUM	35	32
BOX MEDIUM 100'S	25	22
BOX LIGHT	95	93
BOX LIGHT 100'S	55	52
BOX MENTHOL	30	20
BOX MEN. LIGHT	30	29
SOFT RED	100	80
SOFT 100'S	40	34
SOFT MEDIUM	35	31
SOFT MEDIUM 100'S	20	18
SOFT LIGHTS	55	50
SOFT LIGHT 100'S	50	49
SOFT MEN. 100'S	0	0
TOTAL :	755	691

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X80
138,20



COMMUNITY EVENT MARKETING

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EXIT INTERVIEWS

COLORADO STATE FAIR, PUEBLO, CO.

The event in Pueblo, Co. was well attended. Pack sales were busy throughout the event. Name generation was popular with the adult smokers who attended the event.

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